



Kodak

Photo Department Catalog

SUMMER 1956

No. A2-1034

The Kodak logo is displayed in a white, stylized serif font within a black rectangular box.

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PHOTO DEPARTMENT CATALOG

This Kodak Photo Department Catalog has been designed to be a complete and handy reference booklet for the use of sales clerks or customers at the retail counter. It features large illustrations with concise descriptions of Kodak cameras and photographic equipment. Special emphasis has been placed on the many attractive gift packages that are available for holiday or special-occasion giving; camera outfits are compact and smartly styled, with Kodapak covers for store display. A special section at the back of the Catalog furnishes valuable information on the different types and uses of Kodak Film, Flashholders and flash bulbs.

It is our hope that the Kodak Photo Department Catalog will serve both retailers and their customers in the selection of just the right type of quality Kodak merchandise.

Eastman Kodak Company

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All prices in this catalog are retail values, include Federal Tax where applicable, and are subject to change without notice.

Brownie Cameras and Outfits

688 BROWNIE HOLIDAY FLASH ASSORTMENT. Each Assortment includes five Brownie Holiday Flash Cameras and five matching Kodalite Midget Flashholders (brown); two Brownie Holiday Film Streamers (20 x 13 inches) and an attractive counter card (illustrated), die-cut to hold one Brownie Holiday Camera with Flashholder. **\$40.75**

94F KODALITE MIDGET FLASHHOLDER (specify brown). Requires two Penlite batteries (extra), and uses low-cost M-2 flash bulbs (also No. 5 or No. 25 without adapter). **\$3.20**

179 BROWNIE HOLIDAY CAMERA (not illustrated). Similar to above model, but without built-in flash. **\$3.25**



177N BROWNIE HAWKEYE FLASH OUTFIT. Attractive new up-to-the-minute gift package with eye-catching six-color cover; contains Brownie Hawkeye Camera, Flash Model, with Kodalite Flashholder and two rolls of the popular Kodak Verichrome Pan Film in a 620 Duo-Pak. A grand gift suggestion for casual snapshooters of all ages. Not included: No. 5 or No. 25 flash bulbs; 2 "C" batteries. **\$12.55**

177 BROWNIE HAWKEYE CAMERA, FLASH MODEL. Shutter is synchronized for snapshooting indoors with No. 5 or No. 25 flash bulbs used in the Kodalite Flashholder (extra). Takes 12 shots per roll using black-and-white Kodak 620 Film or Kodacolor 620 Film. Standard enlarged prints, 3½ x 5 inches. Lens is prefocused. **\$7.43**

710 KODALITE FLASHHOLDER (black). Requires two "C" batteries (extra). Uses No. 5 or No. 25 flash bulbs. **\$4.25**

177FC FIELD CASE FOR BROWNIE HAWKEYE CAMERA. **\$3.25**

183K BROWNIE HOLIDAY FLASH OUTFIT. Kodak's newest and lowest-priced gift camera package for beginning snapshooters of all ages. Features the Brownie Holiday Flash Camera and includes everything one needs for picture taking indoors or out: Kodalite Midget Flashholder, batteries, six M-2 flash bulbs, two rolls Kodak Verichrome Pan 127 Film in Duo-Pak, plus instructions. **\$9.85**

183 BROWNIE HOLIDAY FLASH CAMERA. Easy to operate; there are no adjustments to make for pictures in black-and-white and color... indoors or out. Has built-in flash for use with the Kodalite Midget Flashholder (extra). Takes Kodak 127 and Kodacolor 127 Films - 8 exposures per roll. Standard enlarged prints, 3½ x 5 inches. Has large eye-level optical viewfinder, and comes with neck strap. **\$4.95**



149K BROWNIE BULL'S-EYE FLASH OUTFIT. An eye-catching gift package which features Kodak's new Brownie Bull's-Eye Camera with focusing Kodak Twindar Lens and double-exposure prevention. Also included in each Outfit: the Kodalite Midget Flashholder with batteries, eight M-2 flash bulbs, two rolls of Kodak Verichrome Pan Film in a 620 Duo-Pak, and instruction booklet. **\$18.60**

149 BROWNIE BULL'S-EYE CAMERA. Smart, eye-level camera with focusing Lumenized (coated) lens, double-exposure prevention, distance selector, and built-in flash synchronization. Takes 8 pictures using Kodak 620 black-and-white or Kodacolor Film. Standard enlarged prints, 3½ x 5 inches. **\$13.50**

94F KODALITE MIDGET FLASHHOLDER (specify black). Requires two Penlite batteries (extra), and uses low-cost M-2 flash bulbs. (Without adapter - No. 5 or No. 25.) **\$3.20**

149FC FIELD CASE FOR BROWNIE BULL'S-EYE CAMERA. **\$2.95**

Kodak Folding and Reflex-Type Cameras

62K KODAK DUAFLEX IV FLASH OUTFIT. Brand-new gift package which features the Kodak Duaflex IV Camera, Kodet Lens. This popular reflex-type camera is attractively styled in brown; has double-exposure prevention feature. Also included in each Outfit: Kodalite Flashholder, the necessary two "C" batteries, eight No. 5 or No. 25 flash bulbs; and two rolls of Kodak Verichrome Pan Film in 620 Duo-Pak. All packed in a handsome gift box with convenient carrying handle and Kodapak cover. **\$22.85**



63K KODAK DUAFLEX IV DE LUXE FLASH OUTFIT. This "de luxe" gift package includes the Kodak Duaflex IV Camera, Kodar f/8 Lens. Smartly styled in brown, the new Duaflex IV has double-exposure prevention and the lens is Lumenized (coated). Each Outfit also contains: Kodalite Flashholder with the required two "C" batteries, eight No. 5 or No. 25 flash bulbs, carrying case, two rolls of Kodak Verichrome Pan Film in a 620 Duo-Pak. **\$34.00**



62 KODAK DUAFLEX IV CAMERA, KODET LENS. Popular reflex-type camera with double-exposure prevention feature. Has big, brilliant finder; styled in brown. Lens is factory focused... aim and shoot for pictures outdoors, or indoors with Kodalite Flashholder and No. 5 or No. 25 flash bulbs (extra). Takes color as well as black-and-white pictures—12 shots per roll of Kodak 620 Film. **\$15.95**

63 KODAK DUAFLEX IV CAMERA, KODAR f/8 LENS (not illustrated). De luxe model Duaflex with faster, focusing lens (3½ feet to infinity), zone focusing, and exposure guide. Lens is Lumenized (coated) for greater clarity in color and black-and-white. **\$24.50**

711 KODALITE FLASHHOLDER (brown). Fits both models; requires two "C" batteries, extra. **\$4.25**

62/63FC KODAK DUAFLEX FIELD CASE. Fits both Duaflex models. **\$2.65**

71 KODAK TOURIST II CAMERA, KODET LENS. Economy model of Kodak's popular folding cameras. Has optical viewfinder, built-in flash synchronization for SM, SF, No. 5 or No. 25 flash bulbs, fast eye-level viewing, jiggle-proof shutter release. Takes black-and-white Kodak 620 Films and Kodacolor 620 Film; eight negatives per roll. Standard enlarged prints, 3½ x 5. Flashholder extra. **\$24.75**

72 KODAK TOURIST II CAMERA, f/6.3 LENS (not illustrated). Same features as No. 71 but with faster Kodak Anaston f/6.3 Lumenized (coated) lens; focuses from 3½ feet to infinity. **\$43.75**

720 KODAK STANDARD FLASHHOLDER (black). Requires two "C" batteries, extra. **\$7.95**

71/74C KODAK SNAPSACK (not illustrated). Carrying case with neck strap, fits both Kodak Tourist models. **\$4.95**

Kodak Miniature Cameras and Outfits

38K KODAK PONY 135 CAMERA OUTFIT. This sharp-looking gift package features the new Model C Pony 135 Camera with matching carrying case and Kodak Standard Flashholder. A wonderful suggestion for picture takers who want a good 35mm camera at a budget price. **\$49.65**

38 KODAK PONY 135 CAMERA, MODEL C. Brand-new model of this popular budget-priced 35mm miniature. Restyled in rich brown, camera also has faster $f/3.5$ lens and $1/300$ flash shutter (synchronized for No. 5 or No. 25 flash bulbs). Flashholder extra. Takes grand color and black-and-white pictures using Kodak 135 Films. Camera boasts rapid film loading (no threading), handy exposure selector, automatic film stop, and exposure counter. **\$33.75**

721 KODAK STANDARD FLASHHOLDER (brown). **\$7.95**

38FC FIELD CASE FOR KODAK PONY 135 CAMERA. **\$7.95**



45 KODAK PONY 828 CAMERA. Smart budget-priced miniature camera which uses the handy 8-exposure rolls of Kodacolor, Kodachrome and Kodak Ektachrome as well as black-and-white Kodak 828 Films. Easy to operate, it has fast color-corrected lens—Kodak Anaston, $f/4.5$, Lumenized (coated) for superb color pictures; built-in "flash" synchronized for No. 5 or No. 25 flash bulbs, and four accurate shutter speeds up to $1/200$ second plus "B" for time exposures. Optical eye-level viewfinder for clear viewing makes action easy to follow. Flashholder extra. **\$31.50**

720 KODAK STANDARD FLASHHOLDER (black). Requires two "C" batteries, extra. **\$7.95**

45FC FIELD CASE FOR KODAK PONY 828 CAMERA. **\$7.00**

27TC KODAK TOWN & COUNTRY CAMERA OUTFIT. Trim gift package: Kodak Bantam RF Camera with matching brown Kodak Standard Flashholder and Kodak Field Case. Wonderful suggestion for picture takers who want a miniature camera with coupled rangefinder that uses the handy 8-exposure rolls of Kodak 828 Films. **\$65.45**

27 KODAK BANTAM RF CAMERA. Here's the answer for picture takers who want a rangefinder miniature camera that uses the handy 8-exposure rolls of Kodachrome, Kodak Ektachrome, Kodacolor and black-and-white Kodak 828 Films. Has fast $f/3.9$ lens, $1/300$ shutter with built-in flash for No. 5 or No. 25 flash bulbs (Flashholder extra), double-exposure prevention, automatic film stop. **\$49.75**

721 KODAK STANDARD FLASHHOLDER (brown). Requires two "C" batteries, extra. **\$7.95**

27FC KODAK FIELD CASE FOR KODAK BANTAM RF. **\$7.75**



4850 KODAK SIGNET 35 CAMERA OUTFIT. A smartly-styled package with Kodapak cover that displays the Kodak Signet 35 Camera. Kodak Signet Field Case, and Kodak Standard Flashholder. Complete. **\$91.45**

48 KODAK SIGNET 35 CAMERA. All-metal rangefinder miniature with the outstanding Kodak Ektar $f/3.5$ Lens that is unsurpassed for color as well as for black-and-white. Shutter provides accurate speeds to $1/300$ th second with built-in flash for No. 5 or 25 flash bulbs (Flashholder extra). Has combined range and viewfinder, double-exposure prevention, automatic film advance stop, handy exposure computer. Takes black-and-white Kodak 135 Films and Kodachrome and Kodak Ektachrome 135 Films. **\$75.00**

720 KODAK STANDARD FLASHHOLDER (black). **\$7.95**

48FC FIELD CASE FOR KODAK SIGNET 35 CAMERA. **\$8.50**

Kodak Stereo Camera and Viewers

28 KODAK STEREO CAMERA. This top-quality stereo camera comes with ingenious exposure calculator which automatically chooses proper lens opening after shutter speed is set, and distance selector brings new ease to picture focusing. Camera has matched $f/3.5$ color-corrected, Lumenized (coated) lenses coupled for dual focusing; simplified film loading; automatic shutter cocking; exposure counter; double-exposure prevention; and flash shutter with speeds up to 1/200 second. Uses Kodak Standard Flashholder with No. 5 or No. 25 flash bulbs (all extra). Takes 15 color pictures (stereo pairs) per 20-exposure roll of Kodachrome 135 film; 28 pairs from 36-exposure rolls. **\$84.50**



28/161 KODAK STEREO OUTFIT. This handsome gift outfit contains the Kodak Stereo Camera and battery-operated Kodak Stereo Viewer I. An ideal combination for beautiful life-like color pictures in 3 dimension, that are so simple to take and handy to view. Includes colorful display card and protective transparent plastic cover. **\$97.25**

721 KODAK STANDARD FLASHHOLDER (brown). Requires two "C" batteries, extra. **\$7.95**

28FC KODAK STEREO FIELD CASE (not illustrated). **\$9.50**



161 KODASLIDE STEREO VIEWER I. Provides exciting 3-D viewing of stereo slides. Battery operated; uses 2 D-size flashlight batteries (not supplied) and 2½-volt lamp. Has focus and interocular adjustments; single element lenses. Can be converted to 110-volt operation by the addition of a special converter (extra). **\$12.75**

KODASLIDE STEREO VIEWER CONVERTER (not illustrated). **\$5.95**



162 KODASLIDE STEREO VIEWER II. For brilliant, life-like, 3-dimensional viewing of stereo color slides, this superb 110-volt model comes complete with lamp and 8-foot cord, and is ready to plug in. Has focus and interocular adjustments, brightness control rheostat, and color corrected two-element Lumenized (coated) lenses for extra picture brilliance and color clarity. **\$23.75**

"Still" Projectors and Viewers

658 KODASLIDE POCKET VIEWER MERCHANDISE CARD. Attractive counter card for displaying the new Kodaslide Pocket Viewer in an assortment of eye-catching colors: bright red, apple green, turquoise blue, and slate gray. Viewer is compact, and folds for easy carrying in pocket or purse. Lens gives four times magnification of 2 x 2-inch color slides. No batteries required. (10 Viewers to each Merchandise Card.) Price per Viewer \$1.95

KODAK ILLUMINATOR FOR KODASLIDE POCKET VIEWER (not illustrated). Attaches readily to Kodaslide Pocket Viewer for extra bright, even illumination. Plugs into household electrical outlet. Uses 7½-volt bulb — supplied. \$2.95



157 KODASLIDE SIGNET 300 PROJECTOR, MODEL A (with Automatic Changer), f/3.5 Lens (illustrated). New 300-watt slide projector for 2 x 2-inch color transparencies. Features Kodak Projection Ektanon 5-inch f/3.5 lens; 300-watt lamp; Lumenized optical system; 2-way switch; individual leg adjustment; automatic changer that centers slides and returns them to 36-slide storage magazine. Quiet impeller-type blower and heat absorbing glass protect slides and provide cool operation. \$69.50

159 MAGAZINE FOR AUTOMATIC CHANGER. \$2.25

17C KODASLIDE SIGNET PROJECTOR CASE (all models). \$9.95

SEE BACK COVER FOR COMPLETE LISTINGS OF
SIGNET PROJECTOR LINE.



KODASLIDE DIAL-LITE VIEWER (left). New, de luxe way to view 2 x 2-inch color slides. Viewer plugs into any household electrical outlet. Has color-correct lens that focuses easily, brightness control knob, and comes with 8-foot cord. Uses 6-watt lamp, GE 6S6-100, supplied. \$12.95

KODASLIDE 400 FILE BOX. Sturdy book-type case (Red or Green); holds 400 cardboard slides in Kodaslide boxes—styled for convenient storing. \$5.75

KODASLIDE COMPARTMENT FILE (left). Metal file with 12 compartments which swing out. Index on cover. Holds 240 cardboard or 96 glass slides. \$3.94

KODASLIDE READY FILE is made of durable plastic and holds 200-2 x 2-inch cardboard mounts (or 100 stereo). Stores slides in groups. Index on cover. \$1.95

Brownie Movie Equipment

77/188 BROWNIE 300 MOVIE OUTFIT. Includes new easy-to-operate 8mm Brownie Movie Camera (Model 2) with $f/2.3$ lens, for making personal movies, and the companion Brownie 300 Movie Projector with $f/1.6$ lens for showing them. Projector cover can be used as a preview screen. Outfit comes complete with attractive dealer display card and instruction manuals. **\$99.50**

188 BROWNIE 300 MOVIE PROJECTOR (8mm). Budget-priced 8mm movie projector with superfast $f/1.6$ lens; efficient 300-watt lamp shows color movies up to 3 feet wide. Single control provides sharp forward projection, "stills," reverse action, and power rewind. Has 200-foot capacity for 15-minute showings. **\$62.00**

189 BROWNIE 500 MOVIE PROJECTOR (8mm) (not illustrated). De luxe 8mm Brownie Movie Projector with $f/1.6$ lens, and powerful 500-watt lamp, projects image up to 4 feet wide; has built-in field sharpener. **\$74.50**



84 BROWNIE MOVIE CAMERA, TURRET $f/1.9$. Brand-new 8mm movie camera equipped with a 3-position turret that can be easily rotated to make regular, wide-angle or telephoto movies. Color-coded lens selector viewfinder shows which lens is best for any scene. No focusing necessary. Has built-in exposure guide for simple lens settings. All three lenses are superfast $f/1.9$. Price of camera includes turret with standard 18mm lens as well as conversion lenses to achieve 9mm (wide-angle) and 24mm (telephoto) effects. **\$79.50**

84FC KODAK FIELD CASE FOR BROWNIE MOVIE CAMERA, TURRET $f/1.9$. **\$4.95**

78 BROWNIE MOVIE CAMERA, $f/2.7$ LENS (Model 2) (illustrated). Sensational 8mm Brownie Movie Camera at a new low price. Takes excellent full-color movies indoors and out. A single low-cost 8mm roll of Kodachrome Film will capture up to 50 average-length scenes. No focusing required; has simple built-in exposure Sky-Guide. **\$29.95**

77 BROWNIE MOVIE CAMERA, $f/2.3$ LENS (Model 2). **\$37.50**

76 BROWNIE MOVIE CAMERA, $f/1.9$ LENS (Model 2). **\$44.50**

80FC KODAK FIELD CASE FOR BROWNIE MOVIE CAMERAS. **\$4.00**



20 BROWNIE MOVIE SCREEN. Bright, beaded 40-inch wide screen—just right for average home-movie showings. Easy to set up—easy to store. **\$7.00**

99F BROWNIE 4-LAMP MOVIE LIGHT. Provides ideal "over-the-camera" light source to take personal movies indoors. Used with 8mm or 16mm cameras. Has 10-foot cord; built-in flood light exposure guide. Flood lamps (extra). **\$8.45**

PH375/34R4 REFLECTOR FLOOD LAMP. For use with Brownie 4-Lamp Movie Light. Four required. Each **\$1.35**

200-FOOT 8mm KODASCOPE REEL. **\$6.00**

Cine-Kodak Cameras and Projectors

86 CINE-KODAK MEDALLION 8 CAMERA, f/1.9 LENS (8mm). This new magazine-loading camera is truly a gem of a movie maker. Has de luxe features galore. Compact, it fits easily in a man's jacket pocket or woman's handbag. Films can be switched any time—even when partly exposed. A single 8mm magazine (25 feet) of Kodachrome Film will give up to 50 average-length movie scenes in sparkling full color. Has built-in exposure guide that "dials" the right lens opening, indoors or out. Comes with fast f/1.9 lens that focuses down to 12 inches—interchangeable with several auxiliary lenses for wide-angle or telephoto effects. Filming speeds include slow motion and single frame. Indoor movies can be made using the Brownie 4-Lamp Movie Light (\$8.45) and reflector flood lamps (\$1.35 each). **\$144.50**

86FC CINE-KODAK MEDALLION FIELD CASE. \$7.95



95 CINE-KODAK ROYAL MAGAZINE CAMERA, f/1.9 (16mm). Outstanding 16mm personal movie camera with Kodak Cine Ektar f/1.9 Lens. Features 3-second magazine loading; slow motion and single-frame exposures; exposure guide; and enclosed adjustable finder system to accommodate various lenses used. **\$179.50**

CINE-KODAK COMPARTMENT CASE. \$14.50

98 CINE-KODAK K-100 TURRET CAMERA, f/1.9 LENS (16mm) (not illustrated). High precision 16mm movie camera with swivel front turret to accept three lenses and matching Viewfinder lenses. Price includes (25mm) Cine-Kodak Ektar Lens f/1.9 and matching Viewfinder lens. **\$315.00**

98/88FC CINE-KODAK K-100 TURRET FIELD CASE. \$21.50

97 CINE-KODAK K-100 CAMERA, f/1.9 LENS (16mm) (not illustrated). Similar to No. 98; without turret. **\$279.00**

97/87FC CINE-KODAK K-100 FIELD CASE. \$18.00



185 CINE-KODAK SHOWTIME 8 PROJECTOR (8mm). A newly designed and engineered 8mm projector for showing brilliant big-screen movies. Comes with efficient optical system and a cool-operating 500-watt lamp which shows movies up to 5 feet wide as bright as many projectors using 750 or 1000 watts. The Showtime is built into its own case; easy to operate for forward or reverse projection, "stills," and power rewinding. 400-foot reel included. **\$115.00**



197 KODASCOPE ROYAL PROJECTOR (16mm). This is the finest projector Kodak has ever built for silent movies. Its superb optical system assures brilliant movie screenings—sharp and detailed from corner to corner. Comes with a powerful 750-watt lamp (also takes 1000-watt lamp, \$5.75, extra), f/1.8 lens, and one 400-foot reel. The "Royal" is permanently prelubricated at the factory. It is built into its own carrying case. **\$275.00**

For Cine-Kodak Filter Kits and Photo Aids, see pages 10 and 11.

Photo Hobby Outfits and Photo Aids

KODAK PHOTO-HOBBY PRINTER. New all-metal printer accepts negatives from 35mm to 4¼ x 6 inches. Corner negative loading assures accurate positioning; hinged, one-piece platen gives non-slip contact between film, paper, and mask. Platen actuates exposure switch. Includes safelamp and set of pre-cut masks for the more popular negative sizes. Printing lamp not supplied. **\$7.95**

489 PACKAGE OF 10 KODAK TRI-CHEM PACKS (not illustrated). Each Pack (25 cents) contains sufficient Kodak chemicals (developer, stop bath, and fixer) to develop and fix two rolls of Kodak 620 Film or 50 2½ x 3½-inch prints. Just right for an evening's developing or printing. Full instructions are included with each pack. **\$2.50**

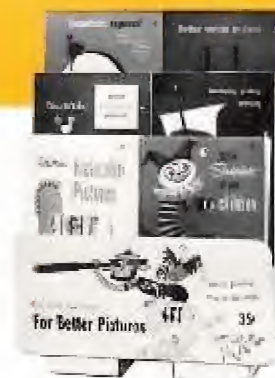
KODAK VELITE PAPER (not illustrated). For making contact prints in a lighted room. Available in a single-contrast grade suitable for most negatives. Regular processing procedures used. 25-sheet package (2½ x 3½-inch). **\$4.45**

693 KODAK LITERATURE ASSORTMENT. Colorful counter dispenser supplied at no cost contains a half-dozen copies each of Kodak's most popular booklets on elementary photography. Ideal for the beginner, and covering a wide range of picture taking activities. Titles:

Better Snapshots of Your Children
Let's Take Kodacolor Pictures
How To Take Better Kodachrome Pictures
Snapshots Exposed!
Better Movies in Color.
Developing, Printing, Enlarging

Other data booklets also available (not included in 693 Assortment): "Picture it in Stereo," "Kodak Ektachrome Film," "The Brownie Book of Picture Taking." By helping customers make better pictures, these booklets make them better customers. Price per booklet **\$3.35**

Price of 693 Assortment complete with 36 books **\$12.60**



614 KODAK PHOTO-HOBBY OUTFIT. This new gift package contains everything needed for developing and printing snapshots. No darkroom required. Ideal for beginners. Features Photo-Hobby Roll-Film Tank and Printing Frame. Also included: Kodak Velite Paper, chemicals, rocker trays, darkroom graduate, thermometer, stirring rod, film clips, blotter book. In gift box with full instructions. **\$9.95**

615 KODAK DE LUXE PHOTO-HOBBY OUTFIT. A truly "de luxe" outfit for the photo hobbyist who likes to develop and print his own snapshots. Includes the Photo-Hobby Printer (which accepts negatives up to 4 x 6 inches) and Roll-Film Tank, plus: rocker trays, chemicals, graduate, stirring rod, thermometer, film clips, Kodak Velite Paper, blotter book. Gift package with full instructions. **\$16.95**

Kodak Photo Aids

HOW TO MAKE GOOD MOVIES. This non-technical and easy-to-absorb book shows how to derive the most enjoyment from the taking and showing of personal movies. There are more than 200 pages with over 600 illustrations. **\$2.00**

HOW TO MAKE GOOD PICTURES (29th Edition). It's an all-new edition of the most famous, most popular book ever written on photography. Has 224 pages, hundreds of pictures, 32 pages in full-color; easy to read. **\$1.00**

THIS IS PHOTOGRAPHY. Presents a comprehensive view of photography for camera fans who want to learn more about it easily and pleasantly; 260 pages; hundreds of illustrations; covers a wide range of photographic topics. **\$2.75**

PACKAGE OF 25 KODAGUIDE MOVIE DIALS. Similar to the Snapshot Dials, the new Movie Dials provide accurate exposure information for making movies, indoors or out, using Kodachrome and black-and-white Cine-Kodak Films. Each No. 649 (25 dials) Package includes a colorful displayer-dispenser. Price per Dial, 25 cents. **\$6.25**

PACKAGE OF 25 KODAGUIDE SNAPSHOT DIALS. Easy to carry and easy to read, the new Snapshot Dial provides helpful exposure information for indoor-outdoor snapshotting in color and black-and-white. In addition to the 25 Dials, each No. 648 Package includes a colorful displayer-dispenser. Price per Dial, 25 cents. **\$6.25**



602 KODAK FILTER KITS MERCHANDISE CARD (Left). Has special compartment to display three Kodak Filter Kits for the following cameras: Kodak Pony and Duaflex Cameras; Argus C-3 Camera; and Brownie Movie Cameras, f/2.3 and f/2.7 Lenses (Model 2). The Merchandise Card is supplied with the complete selling story on the Filter Kits and filters in an attractive card which is designed either for counter use or is perforated so that it may be hung on a wall. **\$22.45**

606 KODAK CLOSE-UP ATTACHMENT MERCHANDISE ASSORTMENT (Center). Displayer contains 10 Kodak Close-Up Attachments (five No. 6A and five No. 13. Price, \$1.95 each). Illustrations and camera listings on display card. **\$19.50**

609 KODAK CLOUD FILTER MERCHANDISE CARD (Right). Kodak Cloud Filters are used with inexpensive cameras to "bring out" clouds, improve marine scenes and landscape shots. Assortment includes five No. 6A, and five No. 13 Cloud Filters which are mounted on attractive display card. Attachments are \$1.95 each. Card complete — **\$19.50**

NOTE: Use No. 6A Close-Up Attachment or Cloud Filter for Kodak Duaflex Cameras (Kodak & Kodar Lens), and Kodak Tourist Camera, Kodak model. Use No. 13 Close-Up Attachment or Cloud Filter for Brownie Holiday and Hawkeye Cameras.

Kodak Flashholders and Filter Kits

KODALITE SUPER-M FLASHHOLDER. A de luxe Midget Flashholder for use with Kodak Pony 828 and Signet (specify No. 750—black); Kodak Stereo, Pony 135 and Bantam RF (specify No. 751—brown); and for Retina Cameras (specify No. 752—with special bracket). Also fits many cameras having European-type flash shutter. Uses economical M-2 flash bulbs (also No. 5 or No. 25 with adapter removed). Has built-in Midget B-C Flashpack; sliding exposure calculator. Requires a 15-volt hearing aid type battery (extra). Reflector is removable for storing in gadget bag. **\$9.95**

710 KODALITE FLASHHOLDER (black). For flash shots with the Brownie Hawkeye Camera. Uses No. 5 and No. 25 flash bulbs. Requires 2 "C" batteries or Kodak B-C Flashpack and a 22½-volt photoflash battery (all extra). **\$4.25**

711 KODALITE FLASHHOLDER. Same as No. 710 but in brown finish to match the Kodak Duaflex IV Cameras. **\$4.25**

89F KODAK B-C FLASHPACK. For use with Kodalite or Kodak Standard Flashholders in place of 2 "C" batteries. Requires one 22½-volt battery (extra). Each **\$2.95**

720 KODAK STANDARD FLASHHOLDER (black). For flash shots with Kodak Pony 828, Kodak Signet 35 and Kodak Tourist II Cameras. Uses No. 5 and No. 25 flash bulbs. Exposure data is on back of reflector. Requires 2 "C" batteries or Kodak B-C Flashpack and a 22½-volt photoflash battery (all extra). **\$7.95**

721 KODAK STANDARD FLASHHOLDER. Same as No. 720 but in brown finish to match the Kodak Bantam RF; Kodak Pony 135, Model C; and Kodak Stereo Cameras. **\$7.95**

730 KODAK B-C FLASHHOLDER (black). Same as No. 720 Kodak Standard Flashholder but with built-in battery condenser for dependable flash power. Requires 22½-volt photoflash battery (extra). **\$9.95**

731 KODAK B-C FLASHHOLDER (brown). Same as No. 721. Each **\$9.95**

94F KODALITE MIDGET FLASHHOLDER. For flash shots with the Brownie Holiday Flash, Brownie Hawkeye, and Brownie Bull's-Eye Cameras. Uses economical M-2 flash bulbs (also No. 5 or No. 25 with adapter removed). Requires 2 Penlite photoflash batteries (extra). Specify black or brown to match camera finish. **\$3.20**

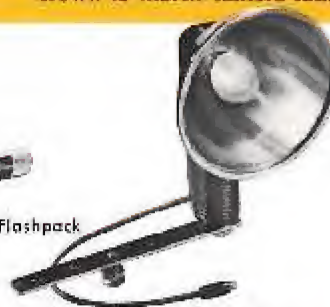


Kodalite Super-M Flashholder

Kodalite Flashholder



Kodak B-C Flashpack



Kodak Standard Flashholder



Kodalite Midget Flashholder



Kodak Filter Kits

Handy new Filter Kit with transparent swing-out compartments for easy filter identification; small and compact to fit into your pocket or gadget bag. Comes with the basic filters you will need and provides space for adapter ring for most any camera. For color shots, a *Kodak Skylight Filter* is supplied to reduce the haze effect on overcast days or in distant scenes; a *Kodak Daylight Filter* for using indoor color film outdoors; *Kodak Pictorial Yellow Filters* to add realism, accent clouds and cut through haze for black-and-white shots; and *Kodak Portra Lens* for dramatic close-ups.

For Still Cameras

For Kodak Pony and Duaflex Cameras Series 5, 4-filter Case, 28.5mm Adapter, No. 1A (Skylight), 85C (Daylight), & Pictorial Yellow Filters **\$8.70**

For Kodak Signet 35 and Bantam RF Cameras Series 5, 4-filter Case, No. 22 Adapter, No. 1A (Skylight), 85C (Daylight), & Pictorial Yellow Filters **\$8.70**

For Kodak Stereo Camera Series 5, 6-filter Case, two No. 1A (Skylight) and two No. 85C (Daylight) Filters **\$10.00**

For Argus C-3 Camera Series 4, 4-filter Case, No. 44 Adapter, No. 1A (Skylight), 85C (Daylight), & Pictorial Yellow Filters **\$7.75**

For Argus C-4 Camera Series 5, 4-filter Case, No. 26 Adapter, No. 1A (Skylight), 85C (Daylight), & Pictorial Yellow Filters **\$10.10**

*Series 4 for still cameras Series 4, 4-filter Case, No. 1A (Skylight), 85C (Daylight), & Pictorial Yellow Filters **\$6.25**

*Series 5 for still cameras Series 5, 4-filter Case, No. 1A (Skylight), 85C (Daylight), and Pictorial Yellow Filters **\$6.95**

*Series 6 for still cameras Series 6, 4-filter Case, No. 1A (Skylight), 85C (Daylight), and Pictorial Yellow Filters **\$8.15**

For Movie Cameras

For Brownie Movie Camera, f/2.7 and Brownie Movie Camera, Model 2, f/2.3 and f/2.7 Series 4, 4-filter Case, No. 43 Adapter, No. 1A (Skylight) and 85 (Daylight) Filters **\$6.00**

For Brownie Movie Camera, f/1.9 and Brownie Movie Camera, Model 2, f/1.9 Series 4, 6-filter Case, No. 1A (Skylight) and 85 (Daylight) Filters, Portra Lens 1+ **\$7.15**

For Cine-Kodak Medallion 8 Camera Series 4, 4-filter Case, No. 41 Adapter, No. 1A (Skylight) and 85 (Daylight) Filters **\$6.00**

*Series 4 for movie cameras Series 4, 4-filter Case, No. 1A (Skylight) and 85 (Daylight) Filters, Portra Lens 1+ **\$7.15**

*Series 5 for movie cameras Series 5, 4-filter Case, No. 1A (Skylight) and 85 (Daylight) Filters, Portra Lens 1+ **\$7.95**

KODAK FILTER CASES

Series 4—for 4 filters & adapter ring—Empty Case Only **\$1.50**

Series 4—for 6 filters—Empty Case Only **\$1.50**

Series 5—for 4 filters & adapter ring—Empty Case Only **\$1.95**

Series 5—for 6 filters—Empty Case Only **\$1.95**

Series 6—for 4 filters & adapter ring—Empty Case Only **\$2.50**

*Cases contain space for required adapter ring.

Kodak Color Roll Film

KODACHROME "STILL" FILM

Available in 35mm and 828 sizes for miniature cameras (f/6.3 lens or faster). Also for stereo cameras. "Daylight Type" is for outdoor pictures; "Type F," for indoor shots using photoflood lamps or clear flash bulbs. Since October 1, 1955, Kodak has supplied Kodachrome 135 and 828 at a price which does NOT include processing. Processing is charged for separately by retailers—just as with Kodak Ektachrome and black-and-white film. Photo-finishing services presently handling Kodacolor Film for processing and printing may also provide processing service for Kodachrome Film. Kodachrome Film which was priced and sold inclusive of processing may still be mailed directly to Kodak by the customer for processing without additional charge. Kodachrome Prints and Enlargements and Kodacolor Prints and Enlargements can be ordered from Kodachrome transparencies via a direct Kodak dealer. (Daylight exposure index 10; Tungsten 8.)

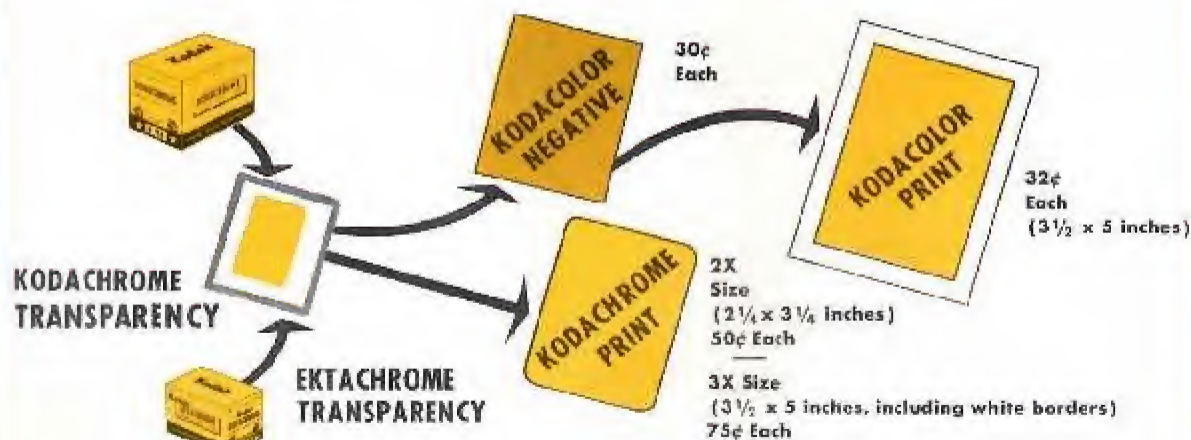


EKTACHROME ROLL FILM

KODAK EKTACHROME 135, 828, 120 and 620 FILM. Yields full-color transparencies. Available in "Daylight Type" and "Type E" (for indoor use with photoflood lamps and clear flash bulbs). Prices do not include processing. Ektachrome is similar to Kodachrome, but in the "Daylight Type" it is about three times as fast. It is designed for processing by local laboratories, or at home with the Kodak Ektachrome Processing Kit E-2. At present Kodak does not process Ektachrome Film. Kodachrome and Kodacolor Prints and Enlargements, and Kodachrome Duplicates can be ordered from Ektachrome slides through Kodak dealers. Kodak Ektachrome 120 and 620 roll film is recommended for use only in cameras that have exposure adjustments. Kodacolor Film is suggested for simple box-type cameras. (Daylight exposure index 32; Tungsten 20.)



COLOR PRINTS FROM TRANSPARENCIES WHEN PROCESSED BY KODAK



Kodak Color Roll Film and Processing



KODACOLOR FILM (CU)

This is a roll film for full-color snapshots with a box or folding camera, old or new. Only one type—for outdoor pictures in bright sunlight, or for indoor shots using photoflood lamps or clear flash bulbs. Price of film does not include processing.

Processing and color prints and enlargements by Kodak Laboratories can be ordered through a direct Kodak dealer. Kodacolor Prints are $3\frac{1}{2}$ inches wide and $3\frac{1}{2}$ to 5 $\frac{1}{4}$ inches long, depending on the size of negative. Print sizes include $\frac{1}{4}$ -inch white borders. (Daylight exposure index 32; Tungsten 25.)

Price of film does not include processing to a color negative



**KODACOLOR
NEGATIVE**

**KODACOLOR
PRINT**

32¢
Each

There is no additional processing charge for Kodacolor "Daylight Type" (C) or "Type A" (C-A)

($3\frac{1}{2}$ inches wide and
 $3\frac{1}{2}$ to 5 $\frac{1}{4}$ inches long depending
on size of negative)

KODAK PRICES FOR KODACHROME, EKTACHROME AND KODACOLOR FILM

†KODACHROME "STILL" FILMS (Order Singly)			List Per Roll†
K828	Daylight Type		\$1.00
*K828F	Artificial Light		1.00
K135	Daylight Type	(20 exposures)	1.85
*K135F	Artificial Light	(20 exposures)	1.85
K135	Daylight Type	(36 exposures)	2.60
*K135F	Artificial Light	(36 exposures)	2.60

For Stereo Cameras

Customers can use the regular 135 sizes of Kodachrome for stereo pictures. The 20-exposure Kodachrome 135 Film gives 15 stereo pairs; the 36-exposure rolls, 28 stereo pairs. Processing, including the standard stereo mounting service, is charged for separately after the film has been exposed.

†KODAK EKTACHROME FILM (Order Singly)			List Per Roll†
E120	Daylight Type		\$1.25
*E120F	Artificial Light		1.25
E620	Daylight Type		1.25
*E620F	Artificial Light		1.25
E828	Daylight Type		1.00
*E828F	Artificial Light		1.00
E135	Daylight Type	(20 exposures)	1.85
*E135F	Artificial Light	(20 exposures)	1.85

†KODACOLOR FILM WITH PROCESSING NOT INCLUDED

	Rolls Per Pkg.	List Per Roll†
CU127	25	\$1.10
CU120	25	1.25
CU620	25	1.25
CU116	25	1.75
CU616	25	1.75
CU828	25	1.00

KODACOLOR FILM WITH PROCESSING INCLUDED

(supplied only while current stocks last)			Rolls Per Pkg.	List Per Roll†
C127	Daylight Type		25	\$1.80
*C127A	Artificial Light		25	1.80
C120	Daylight Type		25	1.98
*C120A	Artificial Light		25	1.98
C620	Daylight Type		25	1.98
*C620A	Artificial Light		25	1.98
C116	Daylight Type		25	2.40
*C116A	Artificial Light		25	2.40
C616	Daylight Type		25	2.40
*C616A	Artificial Light		25	2.40
C828	Daylight Type		25	1.70
*C828A	Artificial Light		25	1.70

*For use with clear photoflash or photoflood bulbs.

†Kodachrome, Kodacolor (CU), and Ektachrome prices are for film only. Processing charges are not included.

KODAK COLOR FILM PROCESSING CHARGES FOR KODACHROME AND KODACOLOR FILM

Film	List Per Roll
Kodachrome 135-20 In 2 x 2 inch mounts	\$1.50
Kodachrome 135-20 In stereo mounts (15 slides)	2.25
Kodachrome 135-20 Processing only (unmounted)	1.50
Kodachrome 135-36 In 2 x 2 inch mounts	2.50

Film	List Per Roll
Kodachrome 135-36 In stereo mounts (28 slides)	\$3.50
Kodachrome 135-36 Processing only (unmounted)	2.50
Kodachrome 828-8 In 2 x 2 inch mounts	1.00
Kodacolor Film, any size (prints extra)	.90

Kodak Black-and-White Films

KODAK VERICHROME PAN FILM. New all-purpose fine grain panchromatic film with extra speed (**Daylight exposure index, 80; Tungsten, 64**) for both daylight and flash snapshots in natural black-and-white tones. Makes it easy to get good pictures on cloudy days as well as sunny ones, and permits deeper penetration into the shadows with flash.

KODAK VERICHROME PAN DUO-PAK. Two rolls of date-marked Verichrome Pan Film at a saving.



KODAK PANATOMIC-X FILM. An ultrafine-grain panchromatic film with a special thin emulsion that reduces light scattering and increases image sharpness. It produces prints of the finest texture and detail, and permits big enlargements of superior quality—even from small negatives. Has adequate speed (**Daylight exposure index, 25; Tungsten, 20**) for both daylight and flash under average conditions.

KODAK TRI-X FILM. New ultra-fast panchromatic film which greatly extends range of picture taking under various lighting conditions. Its high speed (**Daylight exposure index, 200; Tungsten, 160**) permits faster shutter speeds for action shots. Yields prints and enlargements with high definition and full tonal range through shadow, middle, and highlight areas. Tri-X is not recommended for simple box-camera use in sunlight or for close-up flash pictures.



KODAK PLUS-X FILM. New improved panchromatic film for miniature cameras (35mm) with fine grain for high quality enlargements. With its high speed (**Daylight exposure index, 80; Tungsten, 64**), Plus-X Film yields exceptionally sharp detailed pictures under a variety of lighting conditions—on sunny days, dull days, and with flash.

KODAK VERICHROME PAN FILM	Rolls Per Pkg.	Per Roll
VP127	25	\$.45
VP120	25	.45
VP620	25	.45
VP116	25	.60
VP616	25	.60
VP118	25	.80
VP124	25	.80
VP130	25	.80
VP122	25	.90
VP828	25	.45

KODAK VERICHROME PAN DUO-PAKS	Duo-Paks Per Pkg.	Per Duo-Pak
VP127	10	\$.85
VP120	10	.85
VP620	10	.85

KODAK PANATOMIC-X FILM	Rolls Per Pkg.	Per Roll
FX127	25	\$.55
FX120	25	.55
FX620	25	.55
FX135 (20 exposures)	25	1.15
FX135 (36 exposures)	25	.90
FX828	25	.55

KODAK TRI-X FILM	Rolls Per Pkg.	Per Roll
TX127	25	\$.55
TX120	25	.55
TX620	25	.55
TX828	25	.55
TX135 (20 exposures)	25	.90
TX135 (36 exposures)	25	1.15

KODAK PLUS-X FILM	Rolls Per Pkg.	Per Roll
PX135 (20 exposures)	25	\$ 1.10
PX135 (36 exposures)	25	.85

KODAK VERICHROME PAN FILM PACKS (Order Singly)	Per Pack
VP520	\$1.80
VP518	2.45
VP541	2.55
VP523	2.75

KODAK TRI-X FILM PACKS (Order Singly)	Per Pack
TX520	\$1.95
TX518	2.40
TX541	2.70
TX533	2.95

Cine-Kodak Films and Processing



KODACHROME FILM, DAYLIGHT TYPE. Kodak's full-color film for finest outdoor color movies. Amazingly fast, thrillingly realistic, this film gets daytime color movies at their best. Available in 8mm and 16mm rolls or magazines. (Daylight exposure index, 10.)



KODACHROME FILM, TYPE A. Color balanced for filming indoors under photoflood illumination; can be used satisfactorily outdoors with Daylight Filter for Kodak Type A Color Film. Comes in 8mm and 16mm rolls or magazines. (Photoflood exposure index, 16.)



CINE-KODAK TRI-X REVERSAL FILM. Ultra-fast special-purpose black-and-white film for movie making under limited lighting conditions—special lighting equipment seldom required. For outdoor use in bright sun a filter must be used to avoid overexposure. (Daylight, 200; Photoflood, 160.)



CINE-KODAK PLUS-X REVERSAL FILM. New general-purpose panchromatic movie film of medium speed with very fine-grain characteristics for unsurpassed black-and-white pictures of most outdoor subjects and indoor subjects under photoflood lighting. (Daylight, 50; Photoflood, 40.)

KODACHROME FILM (including processing)

Size	Roll or Mag.	Daylight Type	Type A	List Price Each
8mm	25 ft. roll	369	369A	\$3.75
8mm	25 ft. mag.	337	337A	4.65
16mm	50 ft. roll	366	366A	5.75
16mm	50 ft. mag.	352	352A	6.95
16mm	100 ft. roll	365	365A	10.40

NOTE: Kodachrome movie film including processing will be supplied while current stocks last.

KODACHROME FILM (without processing)

Size	Roll or Mag.	Daylight Type	Type A	List Price Each	Processing By Kodak
8mm	25 ft. roll	K459	KA459	\$2.40	\$1.50
8mm	25 ft. mag.	K460	KA460	3.75*	1.10†
16mm	50 ft. roll	K448	KA448	4.10	2.00
16mm	50 ft. mag.	K447	KA447	5.95*	1.25†
16mm	100 ft. roll	K449	KA449	7.15	3.50

*Price of Kodachrome movie film without processing includes deposit for magazine (50¢ for 8mm and 85¢ for 16mm); when film is processed by a Kodak Processing Laboratory, magazine deposit will be credited against processing charge.

†Price after refund of magazine deposit.

CINE-KODAK REVERSAL FILM is priced without cost of processing; is charged for separately by retailers; and is intended for processing through Kodak dealers by local processing laboratories.

Size	Type	Name	Roll	List Price
16mm	PXR449	Cine-Kodak Plus-X Reversal Film	100 ft. roll	\$4.85
16mm	TXR449	Cine-Kodak Tri-X Reversal Film	100 ft. roll	4.85

CINE-KODAK SUPER-X AND SUPER-XX FILM is priced to include processing by a Kodak Processing Laboratory, and postpaid return of the developed films directly to the customer.

Size	Type	Name	Roll or Mag.	List Price
16mm	339	Cine-Kodak Super-X Panchromatic Film	100 ft. roll	\$8.10
16mm	362	Cine-Kodak Super-X Panchromatic Film	50 ft. mag.	6.10
16mm	389	Cine-Kodak Super-XX Panchromatic Film	100 ft. roll	8.10
16mm	390	Cine-Kodak Super-XX Panchromatic Film	50 ft. mag.	6.10





NOTE: Orders for Cine-Kodak Super-X and Super-XX Films which include processing will be filled to the extent current stocks permit.

Flash Picture-Taking Information

Summer, winter, night or day—flash is the easy, sure, modern way for taking pictures indoors, using a single flash lamp in a well-designed Flashholder attached to your camera. Almost every modern camera has a small electric switch built into the shutter mechanism. When the exposure button is pressed, the switch closes. Current flows from the Flashholder battery to the flash lamp making it flash and reach its peak at the same time that the camera shutter is

open. It is all automatic, and the lamp gives enough light to insure a good clear picture. To assure correct flash synchronization, the following points should be observed:

1. Choose the right flash bulbs for the camera you are using.
2. Be sure all connections are tight and the contacts clean.
3. Be sure batteries are full strength and fresh. (Weak batteries flash late or not at all, and film is wasted.)

RECOMMEND THESE BULBS	WITH THESE FILMS	FOR THESE CAMERAS
 <p>No. 5 or No. 25</p> <p>(NOTE: No. 5B and No. 25B bulbs are blue, and are for use indoors with DAY-LIGHT TYPE Kodachrome and Kodak Ektachrome Films. Use outdoors only as fill-in flash for CU Kodacolor Film.)</p>	All black-and-white Kodak Films; Type F (artificial light) Kodachrome, Type F Ektachrome and CU Kodacolor Film.	Brownie Hawkeye Brownie Holiday Brownie Bull's-Eye Duaflex IV Pony 135 and 828 Bantam RF Signet 35 Kodak Stereo
 <p>No. 8</p>	All black-and-white Kodak Films; Type F (artificial light) Kodachrome and Ektachrome Films and CU Kodacolor Film.	Brownie Hawkeye Brownie Holiday Brownie Bull's-Eye Duaflex IV Pony 135 and 828 Bantam RF Signet 35 Kodak Stereo
 <p>M-2</p>	All black-and-white Kodak Films; and CU Kodacolor Film.	Brownie Holiday Brownie Bull's-Eye Pony 135 and 828 Bantam RF Signet 35 Kodak Stereo
 <p>5M or 5F</p>	All black-and-white Kodak Films; and CU Kodacolor Film.	Duaflex I, II, III Tourist Pony 135 and 828 Bantam RF Kodak Stereo

CAUTION:

Since flash bulbs may shatter when flashed, use a suitable shield, such as the Kodak 2-Way Flashguard, over the reflector. It is unwise to take flash pictures of people closer

than five feet. Do not flash the lamps in an explosive atmosphere. Do not flash lamps by house current unless the lamp carton says they are designed for 3 to 125-volt operation.

A BRILLIANT New Line of Projectors

Kodak

SIGNET PROJECTORS

300 and 500



1

With the complete line of six Kodalide Signet Projectors, slide projector customers are now offered: (1) the best combination of mechanisms for effective projection, and (2) a choice in features and price. Following are some high points of the Signet line:

Brilliant Screenings—superb Ektanon lenses provide big, brilliant pictures, sharp over the entire area of the screen.

Cool Operation—heat-absorbing glass, quiet impeller-type Eblower, plus internal bafflings, protect slides from heat.

Easy Handling—spring-loaded legs make for fast leveling; top-feed (or automatic) slide changing provides no-jar showings.

LEFT: Kodalide Signet 300 Projector (with automatic slide changer), \$69.50. Features Kodak Projection Ektanon 5-inch $f/3.5$ lens; 300-watt lamp; LUMENIZED optical system; 2-way switch; individual leg adjustment; automatic changer that centers slides and returns them to 36-slide magazine. (Model No. 157)



2

Signet 300, $f/3.5$ with no-jar, top-feed slide mechanism that stacks slides in order. Similar to model shown above except for changer, \$59.50. (No. 167)



3

Signet 500, with powerful 500-watt lamp, $f/3.5$ lens. Throws a big, bright picture. Similar to 300 in other features. In frosty beige, \$72.50. (No. 165)



4

Signet 500, with automatic slide changer and $f/3.5$ lens. Otherwise this projector has same features as described at left. Lists at \$82.50. (No. 155)



5

Signet 500, with fast 5-inch, $f/2.8$ lens for brilliant, big pictures, even in hard-to-darken rooms. With top-feed slide mechanism, \$79.50. (No. 166)



6

Signet 500, with $f/2.8$ lens plus automatic slide changer. Offers the ultimate in fine slide projection equipment for only \$89.50. (No. 156)



**Kodalide
Signet
Projector Case**

Convenient for storage, carrying, and using. Holds the projector with either type of slide-changing mechanism, plus slide file box. Now lists at only \$9.95.

Get ready for your next projector customer with the complete line of Signets. Order now from your regular source of Kodak materials.

All prices in this catalog are suggested prices only, and are subject to change without notice. Federal Tax included where applicable.

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